

EXPANSION OF FIREWORKS

What Do Michigan Voters Think?

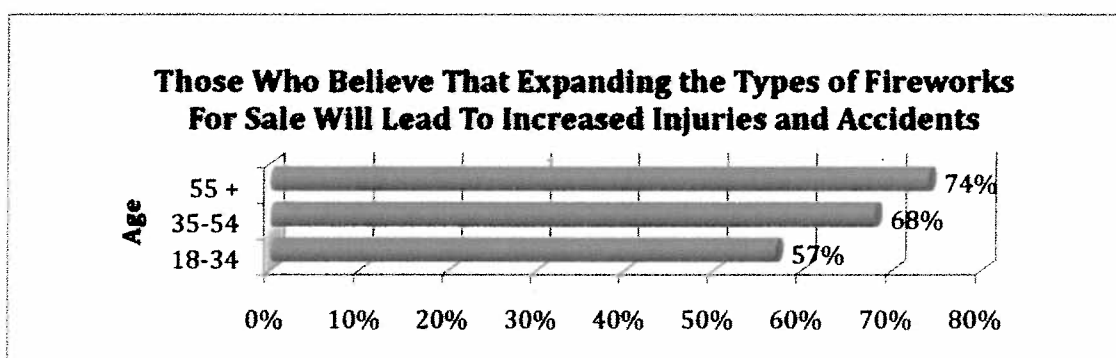
A strong majority (56 percent) of Michigan voters is opposed to expanding the types of fireworks for sale in Michigan and seven out of ten say that allowing more types of fireworks to be sold in Michigan will lead to more accidents and injuries. These are the findings of a telephone poll conducted in September of 2010 by Marketing Resource Group of Lansing.¹ Below is a summary of results across demographic groups and geographic regions within the state.

Would you support or oppose expanding the types of fireworks for sale in Michigan?		18-34 years old	35-54 years old	55 years or older	All Voters
	I would support expanding the sale of fireworks in Michigan	73%	51%	29%	39%
	I would oppose expanding the sale of fireworks in Michigan	23%	49%	69%	56%

Do you think expanding the range of fireworks for sale in Michigan would decrease or increase the rate of fireworks-related accidents?		18-34 years old	35-54 years old	55 years or older	All Voters
	Decrease the rate of fireworks accidents	17%	8%	7%	8%
	Increase the rate of fireworks accidents	57%	68%	74%	71%
	Accidents would remain at the same level	24%	22%	15%	17%

AGE/GENDER

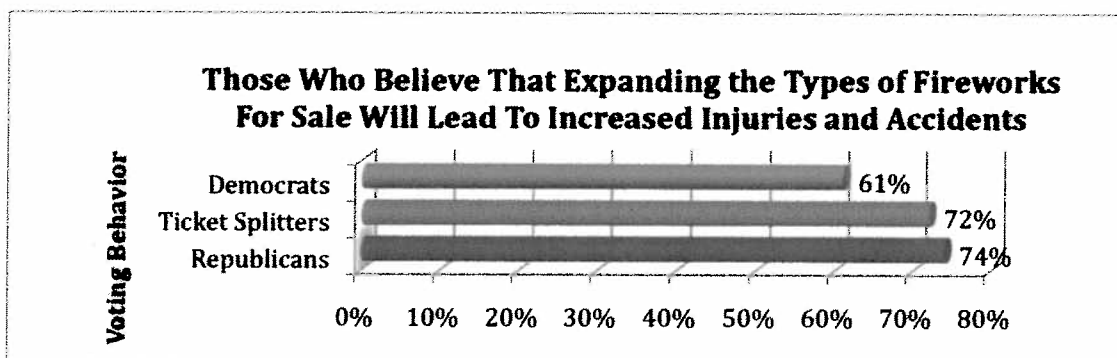
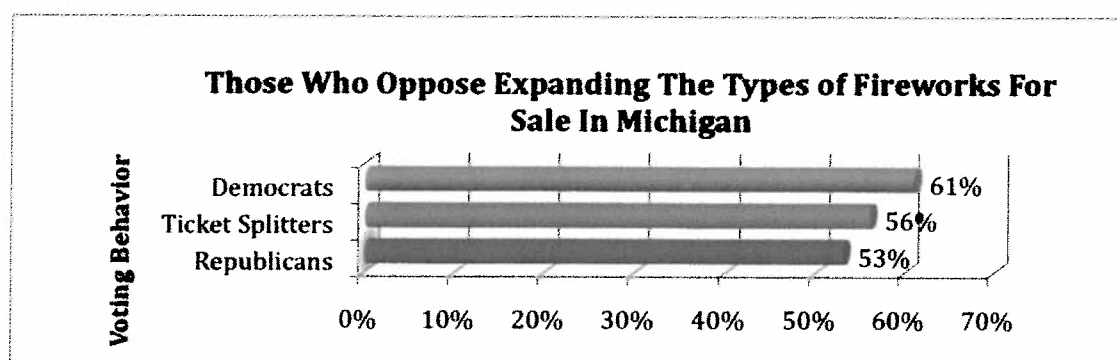
- 65% of respondents age 55 or older oppose expanding the types of fireworks for sale in Michigan.
- 65% of female respondents oppose expanding the types of fireworks for sale in Michigan.
- 68% of male respondents think that expanding the types of fireworks for sale in Michigan will increase the rate of fireworks-related injuries.



VOTER PARTICIPATION/PARTY AFFILIATION

- 85% of respondents that indicated they “strongly oppose” expanding the types of fireworks for sale in Michigan responded that they vote in all or most elections.

¹ Marketing Resource Group, Inc. Michigan Poll, September 14-19, 2010, N=600 Likely Voters, Margin of Error = ± 4%



REGIONAL

Southeast Michigan

- 61% of respondents from Oakland County oppose expanding the types of fireworks for sale in Michigan, while 74% believe expanding the types of fireworks for sale in Michigan will increase the rate of fireworks-related injuries.
- In Wayne County, 68% of respondents (60% in the City of Detroit) oppose expanding the types of fireworks for sale in Michigan, while 84% believe expanding the types of fireworks for sale in Michigan will increase the rate of fireworks-related injuries.
- In Macomb County, 56% of respondents oppose expanding the types of fireworks for sale in Michigan, while 67% believe there will be an increase the rate of fireworks-related injuries with an expansion.

Northern Lower Michigan/Upper Peninsula

- 64% of respondents from the Cadillac/Traverse City area of Michigan oppose expanding the types of fireworks for sale in Michigan, while 80% believe expanding the types of fireworks for sale in Michigan will increase the rate of fireworks-related injuries.
- 62% of respondents from Northern Lower Michigan oppose expanding the types of fireworks for sale in Michigan, while 79% believe expanding the types of fireworks for sale in Michigan will increase the rate of fireworks-related injuries.
- Only 35% of residents living in the Upper Peninsula support expanding the types of fireworks for sale in Michigan.

Tri-City/Thumb Region

- 59% of respondents from the Tri-City/Thumb region of Michigan oppose expanding the types of fireworks for sale in Michigan, while 71% believe expanding the types of fireworks for sale in Michigan will increase the rate of fireworks-related injuries.